

KiNTO
JOIN

Pre-launching KINTO Join

How to get employee buy-in before
the launch event





Setting the stage

3 weeks before launch

- Company-wide email introducing the app and launch details.
- Posters and leaflets placed in high-traffic areas.
- Initial landing page live with key benefits.

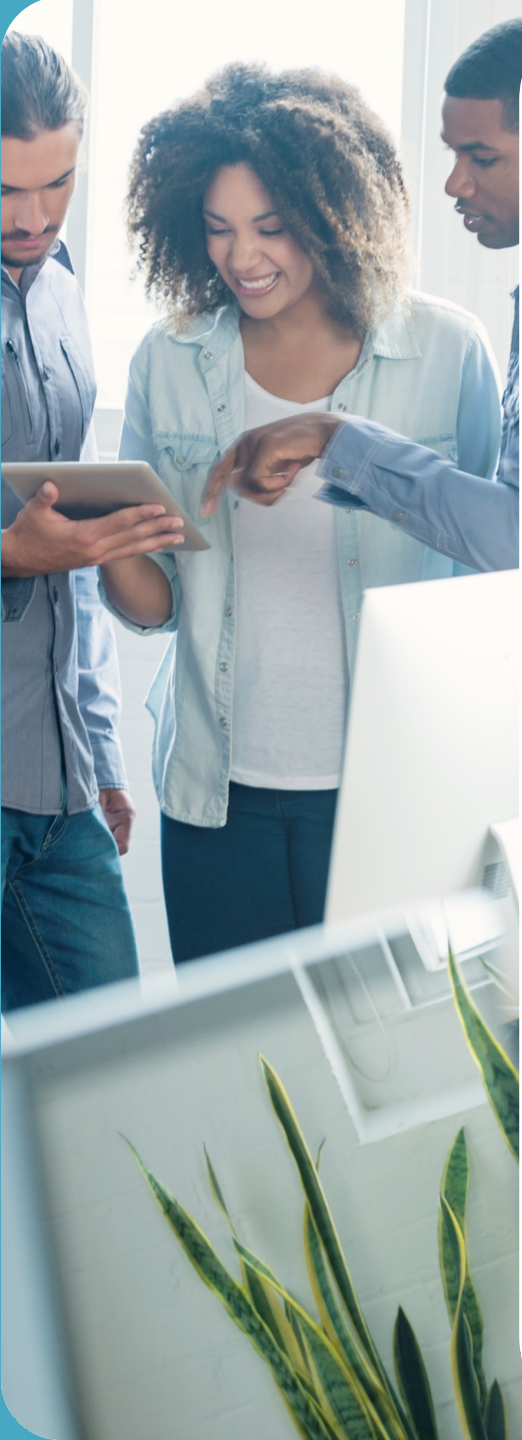
Email examples available at the end of this document. For other assets, please see the 'marketing assets' section on the Customer Portal.

2 Weeks Before Launch

- Reminder emails and intranet announcements.
- Short teaser video about the app sent through company communication channels or displayed on digital screens.
- If applicable: digital screens design displayed in high-traffic areas

1 Week Before Launch

- Final call-to-action email encouraging employees to attend the launch event.
- Social media or internal communication group discussions about the app.



Drive high early adoption rates with a great launch

Planning the Launch Event

Define launch event details

- **Date, time, and format (on-site / online).**
- **Key speakers (Sustainability officers, HRs executives, or someone else – who will explain the WHYs behind KINTO Join implementation).**
- **Develop an agenda and confirm logistics (venue, technology setup, invitations)**

Tip: Use marketing assets in the Customer Portal to announce the start of your green journey with KINTO Join.



3 weeks before the launch

Email Example 1

Dear colleagues,

We are excited to announce the launch of the KINTO Join app. A simple and smart way to connect with your coworkers and share rides from home to work and back.

Why KINTO Join?

- Save time and commuting costs
- Connect with colleagues on your way to work
- Contribute to a more sustainable environment 🌱

Getting started is easy – just 3 steps:

1. Download the app
2. Join our company community
3. Start your first journey

To get introduced to the app and its perks, please attend our launch event at [Date,Time,Location]

👉 Download the app today and join the community:

Best wishes,
Team xx



2 weeks before the launch

Email Example 2

Dear colleagues,

By now, many of you have downloaded KINTO Join and joined our community. That's the first step. Congratulations!

What comes next? With KINTO Join, you can choose how you want to travel to work:

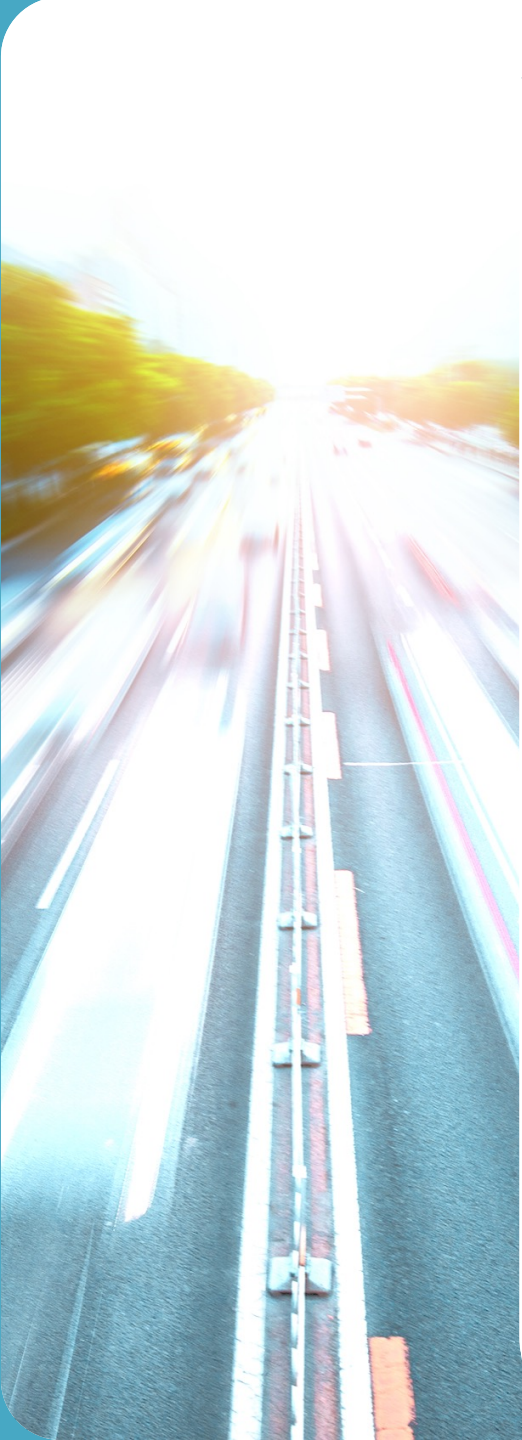
- Walking routes
- Cycling options / E-scooters
- Carpooling with colleagues

And here's the best part: with the booking feature, you can reserve your trip in advance. This makes planning your commute easier and ensures you always have a ride option ready when you need it.

Hoping to see you on the launch at [Date,Time,Location]

👉 Download the app or book your next ride today:
Let's make commuting smarter, greener, and more connected.

Safe trip,
XX



1 week before the launch

Email Example 3

Dear colleagues,

Over the past weeks, we've been talking about KINTO Join, our new commuting app designed to make trips to work smarter, greener, and more connected.

To encourage making KINTO Join a part of your daily routine, we're once again inviting you to join the launch event at [Date,Time,Location]

Why join the sustainable travel movement?

- Save time and commuting costs
- Connect with colleagues on the way to work
- Contribute to a more sustainable environment
- Earn rewards as one of our early adopters

Every journey you take with KINTO Join is more than just a commute – it's part of a bigger story of how we, as a company, are building a smarter and more connected community.

👉 Download the app or book your next ride today: [Android link] [iOS link]

Let's write this story together – one ride at a time.

XX team

THANK YOU.

Contact us at
support@kintojoin.io

The logo for KINTO JOIN, featuring the word "KINTO" in a bold, sans-serif font above the word "JOIN" in a smaller, all-caps, sans-serif font. The logo is centered within a rounded square background.

KINTO
JOIN

www.kintozero.com/kinto-join/